https://g.co/gemini/share/3c7353b44694

https://archive.org/details/beyond-likes-the-untapped-value-of-focused-attention

Calculating "Focused Attention Valuation" from social media mentions, particularly from a feature like Meta's "Mentions," moves beyond simple engagement metrics and delves into the quality and impact of that attention. It's less about a single, precise formula and more about a multi-faceted approach to measure the *value* of the attention received.

Here's how you can conceptualize and calculate "Focused Attention Valuation" for something like the PeacePreneuring Incubator Challenge, breaking it down into quantifiable and qualitative elements:

1. Define "Focused Attention" in Your Context:

Before calculating, clearly define what "focused attention" means for the PeacePreneuring Incubator.

It's likely more than just a quick like or impression. It might involve:

- **Deeper engagement: Comments, shares, detailed questions, longer video views.**
- **Action-oriented engagement: Clicks to website, sign-ups, applications, donations.**
- **Positive sentiment: Mentions that are clearly supportive, appreciative, or demonstrate understanding of your mission.[1]**
- **Influential mentions: Mentions from key opinion leaders, media, or partners.**

2. Key Metrics from "Mentions" (and broader social listening):

Leverage the data you can gather from Meta's "Mentions" and other social listening tools:

- **Volume of Mentions:**
  - **Direct Mentions: How many times your Page is explicitly tagged (@PeacePreneuringChallenge).**

    - **Indirect Mentions: How many times your brand name, initiative name, or relevant hashtags are used without a direct tag (requires social listening tools).[2]**
- **Reach & Impressions of Mentions:**
    - **Total Impressions: How many times the mention content was displayed.**
    - **Unique Reach: How many unique users saw the mention.**
    - **Audience Size of Mentioners: The follower count of the users who are mentioning you (especially for influential accounts).**
- **Engagement on Mentions:**
    - **Likes/Reactions: On the mention posts themselves.**
    - **Comments: The number and depth of comments on mention posts.**
    - **Shares/Reposts: How often the mention content is further amplified.**
- **Sentiment of Mentions:**

    - **Positive, Negative, Neutral: Use sentiment analysis tools (many social listening platforms offer this) to categorize the emotional tone of mentions.[3]**
- **Click-Through Rate (CTR) from Mentions:**
    - **If the mention includes a link to your website, how many clicks did it generate?**
- **Website/Conversion Traffic:**
    - **Using UTM parameters in any links you encourage in mentions, track traffic to your website, sign-ups for newsletters, applications to the challenge, or donations that originated from these mentions.**
- **Time Spent Engaging:**
    - **If mentions include videos or direct links to content, track the average view duration or time spent on your linked pages.**

3. Valuation Methods for Focused Attention:

Here are several approaches to calculate "Focused Attention Valuation," combining quantitative and qualitative elements:

A. Earned Media Value (EMV) for Mentions:

This is a common way to put a monetary value on organic social attention.

- **Formula: EMV = (Impressions from Mentions / 1,000) x Average CPM (Cost Per Mille/Thousand Impressions for Paid Ads)**
- **Adjustment Factor: You can add an adjustment factor for *focused* attention. For example:**
    - **EMV = (Impressions from Mentions / 1,000) x Average CPM x (1 + (Average Engagement Rate on Mentions / X) + (Positive Sentiment Score / Y))**
    - **Where X and Y are normalization factors based on your typical engagement and sentiment.**

- **What it measures: The equivalent cost you would have paid to get the same level of visibility and initial engagement through paid advertising.**

B. Engagement Quality Score:

Assign weighted values to different types of engagement to reflect "focus."

- **Example Score:**
  - **Like/Reaction: 1 point**
  - **Comment: 3 points (more effort, indicates thought)**
  - **Share/Repost: 5 points (amplification, strong endorsement)**
  - **Click to website: 7 points (direct action, deeper interest)**
  - **Conversion (e.g., application, donation): 10-20+ points (demonstrates highest level of focused attention and commitment)**
- **Calculation: (Total Weighted Points from Mentions) / (Total Number of Mentions) = Average Focused Attention Score per Mention.**

- **What it measures: A qualitative score indicating the depth and quality of attention.**

C. Audience Value Score (Influence of Mentioners):

Not all mentions are equal. A mention from an influential journalist, a prominent peace advocate, or a large partner organization holds more value.

- **Assign value based on:**
  - **Follower count of the mentioner.**
  - **Their engagement rate.**
  - **Their relevance to your mission.**
  - **Their verified status.**
- **Calculation: Sum of (Mentioner's Influence Score x Engagement Quality Score of their mention).**
- **What it measures: The concentrated value derived from attention from key stakeholders.**

D. Conversion-Driven Valuation:

This is the most direct measure of value.

- **Formula: (Number of Conversions from Mention-Driven Traffic) x (Average Value of a Conversion - e.g., average donation, or projected value of an incubator applicant).**
- **What it measures: The direct financial or outcome-based value generated by focused attention. This requires robust tracking (UTM codes, Meta Pixel, etc.).**

E. Brand Sentiment Shift:

Measure the change in positive sentiment related to your challenge before and after a period of increased mentions.

- **Calculation: Percentage increase in positive mentions vs. neutral/negative mentions.**
- **What it measures: The impact of focused attention on public perception and brand reputation.**

Practical Steps for the PeacePreneuring Incubator:

1. **Utilize Meta Insights: Regularly check the "Mentions" tab on your Page for direct mentions.**
2. **Invest in Social Listening Tools: Tools like Brandwatch, Meltwater, Sprinklr, or even simpler ones like Google Alerts, Mention, or Hootsuite can track indirect mentions (brand name, key hashtags) across Meta and other platforms.**
3. **Implement UTM Parameters: For any links shared by you or encouraged for others to share, use UTM parameters to accurately track traffic and conversions originating from specific mention campaigns.**
4. **Regular Reporting: Consolidate these metrics into regular reports (weekly, monthly) to track trends and demonstrate the value of the "Mentions" attention.**
5. **Qualitative Analysis: Don't just rely on numbers. Read the actual mentions. What are people saying? Are they genuinely understanding your mission? Are they inspired? This qualitative insight helps validate the quantitative data.**

By combining these quantitative calculations with a qualitative understanding of the conversations, the PeacePreneuring Incubator Challenge can effectively calculate and demonstrate the "Focused Attention Valuation" it receives through Meta's "Mentions" and broader social engagement.